

Why Sponsor the 2012 Ontario ParaSport Winter Games?

ParaSports enjoy a growing reputation and audience both domestically and internationally. On the international level, the 2010 Paralympics in Vancouver drew over 250,000 spectators and a worldwide television audience of 850 million viewers!

The 2012 Ontario ParaSport Winter Games provide considerable media coverage on a local, regional, provincial, and national level, through radio, television, newspaper and the internet.

Sponsorship of the 2012 Ontario ParaSport Winter Games are an open, affordable and accessible market for the promotion of your products and services.

The 2012 Ontario ParaSport Winter Games provides you with an opportunity to increase public awareness of your products and services.

A wide variety of sponsorship opportunities for the Games allows you participate at a level that is best suited to your corporate requirements and budget.

Sponsorship provides an opportunity for you link your company with winning athletes.

The 2012 Ontario ParaSport Winter Games will be a well watched and successful event drawing on the organizational expertise of both local



and provincial sport leaders and volunteers experienced in hosting premier winter sporting events

Sponsorship of the 2012 Ontario ParaSport Winter Games provides an opportunity to build awareness among employees and clients alike.

Finally, and most importantly, sponsorship allows you to contribute to the opportunity for athletes to participate in sport!

ParaSport Objectives

- Provide athletes with physical disabilities an elite level of provincial competition.
- Provide a venue for athletes to be selected, and advance to national and international competitions.
- Enhance the development of athletes, coaches, officials and the Provincial Sports Organizations.
- Promote public awareness of the Paralympic Movement throughout Ontario and in Canada.
- Showcase Ontario's best athletes in the province.
- Provide host communities with an opportunity to make their communities barrier-free, increase awareness, see "hometown heroes" in action, and leave a legacy for persons with a disability in the community.



Competitive Events

The competitive sporting events will take place on February 23rd -25th , 2012.

The 2012 Ontario Para Sport Winter Games include seven main areas of competition. Each main area of competition is further broken down into specific competitive events. The table below illustrates the sports and events to be hosted at the 2012 Ontario Para Sport Winter Games.

Sport	Event
Alpine Skiing	Super Giant Slalom Giant Slalom Slalom
Cross Country Skiing	
Sledge Hockey	
Swimming	Individuals Teams
Wheelchair Basketball	
Wheelchair Curling	
Wheelchair Rugby	

2012 OPWG Event involves:

- 450 athletes, coaches and team managers.
- 1,000 plus spectators, including family, friends and local residents.
- 150 plus volunteers to organize and deliver the Games.





Competitive Events

The competitive sporting events will take place on February 26th -28th , 2013.

The 2013 Ontario Senior Winter Games include ten main areas of competition. Each main area of competition is further broken down into specific competitive events. The table below illustrates the sports and events to be hosted at the 2013 Ontario Senior Winter Games.

Sport	Event
Alpine Skiing	Super Giant Slalom Giant Slalom Slalom
Badminton	Doubles – mens/womens/mixed
Curling	Mixed teams
Duplicate Bridge	Open Pairs & Teams (4)
Hockey	Open Teams 55+ & 65+
Nordic Skiing	Timed trials & Predication – Men's & Women's
Predication Skating	Men's & Women's Singles
Table Tennis	Men's/Women's & Mixed Doubles
Ten Pin Bowling	Open Teams & Singles
Volleyball	Men's /Women's & Mixed teams

2013 OSWG Event involves:

- 1100 athletes, coaches and team managers.
- 1,000 plus spectators, including family, friends and local residents.

300 plus volunteer to organize and deliver the Games



Presenting Sponsorship Benefits:

RIGHTS:

- Right to use the designation Presenting Sponsor of the 2012 Ontario ParaSport Winter Games” and Presenting Sponsor of the 2013 Ontario Senior Winter Games”
- Right to use the designation Presents the 2012 ParaSport Golf Tournament including:
 - Title signage
 - Speaking opportunity
 - Foursome
- Right to use the designation Presents Huntsville Otters/ParaSport Exhibition Sledge Hockey Game” including
 - Title signage
 - Puck Drop opportunity
 - Intermission Promotional opportunity
- Right to use Event Logo in ALL advertising and promotions
- Right to conduct cross promotions with other accredited sponsors
- Right to display/sample products and/or services in sponsor area
- Right to promote in both the Athlete’s Welcome Packages
- Product Exclusivity



COMMUNICATIONS & SIGNAGE:

:

- Logo placement on ALL media correspondence, promotional materials, and letterhead.
- Full page advertisement (outside back cover) in both Official Event Guides.
- Logo placement on the cover of both Official Event Guides
- Signage throughout ALL venues includes **Bell** logo
- Logo on Results board at all venues.
- Logo recognition (Video screen) at both Opening & Closing Ceremonies
- Broadcast acknowledgment of your support, pre-event and during the 2012 Ontario Para Sport Winter Games, and the 2013 Ontario Senior Winter Games.
- Logo placement and link on both the Official 2012 Ontario ParaSport Winter Games and the 2013 Ontario Senior Winter Games websites
- Logo placement on Volunteer uniforms
- Logo placement on Accreditation Lanyards

HOSPITALITY:

- Title of the VIP Reception at both Para Sport and Senior Games.
- Title of the 2012 Ontario Para Sport Games Golf Tournament
- Foursome in the 2012 Ontario Para Sport Games Golf Tournament
- Invitations to all official functions;
Opening Ceremonies, Closing Ceremonies, Media Events, Golf Tournament, Huntsville Otter Sledge Game and VIP Reception
- Speaking opportunities at the above functions
- Medal Presentation opportunity
- 10 complimentary 2012 Ontario Para Sport Winter Games and 2013 Ontario Senior Winter Games Passes for access to all event venues.

\$20,000 (invoiced over 2011, 2012 & 2013)



Gold Sponsorship Benefits:

RIGHTS:

- Right to use the designation “Gold Sponsor of the 2012 Ontario ParaSport Winter Games” and “Gold Sponsor of the 2013 Ontario Senior Winter Games”.
- Right to use Event Logo in ALL advertising and promotions
- Right to conduct cross promotions with other accredited sponsors
- Right to display/sample products and/or services in sponsor area
- Right to promote in both the Athlete’s Welcome Packages.
- Product Exclusivity

COMMUNICATIONS & SIGNAGE:

- Full page advertisement in both the Official Event Guides.
- Signage throughout ALL venues includes Company name and/or logo
- Company name and logo on Results board at venue of choice.
- Logo recognition (Video screen) at both Opening & Closing Ceremonies
- Broadcast acknowledgment of your support, pre-event and during the 2012 Ontario Para Sport Winter Games, and the 2013 Ontario Senior Winter Games.
- Logo placement and link on both the Official 2012 Ontario ParaSport Winter Games, and the 2013 Ontario Senior Winter Games websites.

HOSPITALITY:

- Invitations to all official functions;
Opening Ceremonies, Closing Ceremonies and VIP Reception
- Recognition of your sponsorship at the above functions
- Medal Presentation opportunity
- 6 complimentary All Access Passes to both the 2012 Ontario Para Sport Winter Games, and the 2013 Ontario Senior Games.

\$10,000. (invoiced over 2011, 2012, and 2013)

Silver Sponsorship Benefits:

RIGHTS:

- Right to use the designation “Official Sponsor of the 2012 Ontario ParaSport Winter Games and Official Sponsor of the 2013 Ontario Senior Winter Games”
- Right to use Event Logo in all advertising and promotions
- Right to conduct local cross promotions with other accredited sponsors
- Right to display/sample products and/or services in sponsor area
- Right to promote in both the Athlete’s Welcome Packages.
- Product Exclusivity

COMMUNICATIONS & SIGNAGE:

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- Half page advertisement in both the Official Event Guides.
- Signage throughout ALL venues includes Company name and/or logo
- Company name and/or logo on Results board at venue of choice.
- Logo recognition (Video screen) at both Opening & Closing Ceremonies
- Broadcast acknowledgment of your support, pre-event and during the 2012 Ontario Para Sport Winter Games and the 2013 Ontario Senior Winter Games.
- Logo placement and link on both the Official 2012 Ontario ParaSport Winter Games, and the 2013 Ontario Senior Winter Games websites.

HOSPITALITY:

- Invitations to all official functions;
Opening Ceremonies, Closing Ceremonies and VIP Reception
- Recognition of your sponsorship at the above functions
- Medal Presentation opportunity
- 6 complimentary All Access Passes to both the 2012 Ontario Para Sport Winter Games, and the 2013 Ontario Senior Games.

\$5,000 (invoiced over 2011, 2012, and 2013)



Bronze Sponsorship Benefits:

RIGHTS:

- Right to use the designation “Official Sponsor of the 2012 Ontario ParaSport Winter Games and the Official Sponsor of the 2013 Ontario Senior Games.”
- Right to use Event Logo in local advertising and promotions
- Right to conduct local cross promotions with other accredited sponsors
- Right to display/sample products and/or services in sponsor area
- Right to promote in both the Athlete’s Welcome Packages.

COMMUNICATIONS & SIGNAGE:

- Quarter page advertisement in both the Official Event Guides.
- Signage throughout ALL venues includes Company name and/or logo
- Logo recognition (Video screen) at both Opening & Closing Ceremonies
- Broadcast acknowledgment of your support, pre-event and during the 2012 Ontario Para Sport Winter Games and the 2013 Ontario Senior Winter Games
- Logo placement and link on both the Official 2012 Ontario ParaSport Winter Games , and the 2013 Ontario Senior Games websites.

HOSPITALITY:

- Invitations to all official functions;
Opening Ceremonies, Closing Ceremonies and VIP Reception
- Recognition of your sponsorship at the above functions
- Medal Presentation opportunity
- 6 complimentary All Access Passes to both the 2012 Ontario Para Sport Winter Games, and the 2013 Ontario Senior Games.

\$2,500 (invoiced over 2011, 2012, and 2013)

“Sponsor a Venue”:

- Each sport occurs at a specific site, referred to as a “venue”.

These venues are:

Arrowhead Provincial Park
Canada Summit Center – Jack Bionda Arena
Canada Summit Center – Don Lough Arena
Canada Summit Center – Swimming Center
Hidden Valley Highlands Ski Area
Huntsville High School
Riverside Public School
Grandview Resort
Deerhurst Resort
Huntsville Curling Club
Baysville Arena

- Sponsors of a venue will be recognized through P.A. announcements at the venue during the competitions (for example, “The GM Wheelchair Curling Competition”).
- Sponsors may place a sign/banner at the venue.
- Invitation to all official functions (Opening Ceremonies, Closing Ceremonies, VIP Reception) and recognition of your sponsorship at the above functions.
- 2 complimentary Championships Passes for access to all event venues
- At this level of sponsorship, sponsors may choose to be involved in specific medal presentations.

\$1000. (invoiced over, 2012, and 2013)

2012 Ontario ParaSport Games Fundraising Golf Tournament:

Tee/Hole Sponsor –

- Signage on designated tee deck
- Golf registration – single
- Storefront Games Supporter sign

\$250.

Adopt an Athlete

- To defray the costs of transportation, accommodation and other incidental costs, Service Clubs, employee groups, school classes and individuals may participate in our “Sponsor an Athlete” program
- Opportunity for correspondence between the sponsor and athlete and a possible visit by the athlete (will depend on timing issues)
- Sponsors will be recognized in select local print media and on the Official Games website.
- There are two levels of sponsorship:
 - *Schools:* \$150.00/athlete
 - *Businesses:* \$250.00/athlete

Additional Sponsorship Opportunities

In-kind Donations of Goods or Services

- In-kind donations will be recognized at their retail/market value for purposes of the Levels of Sponsorships outlined in this document.
- Examples of in-kind donations include provision for awards, food or beverage products, and amenities for athletes or volunteers, etc.

Donations of Products for Athlete's Gift Bag

- Traditionally, each competing athlete is provided with a gift bag to recognize their participation in the Games.
- Product donations will be recognized at their retail/market value for purposes of the Levels of Sponsorship outlined in this document.

Individual Donations

- Persons may wish to donate to support the worthy objectives of the 2012 Ontario ParaSport Winter Games
- Payments may be made in person or mailed to:

Huntsville/Lake of Bays Chamber of Commerce
8 West St. N.
Huntsville, ON
P1H 2B6

Please make cheques payable to
"2012 Ontario ParaSport Winter Games"

Volunteers

- The success of the Winter Games depends on more than cash. We need Volunteers at all levels to assist before, during and after the Games.
- We encourage all persons, groups, businesses and corporations to consider the value of volunteering to support our athletes.
- For information on volunteering, please contact the Games General Manager Myke Malone at myke@ontarioparasportgames.com or our Volunteer Chair, Jonathan Wiebe at volunteerhuntsville@ontarioparasportgames.com .